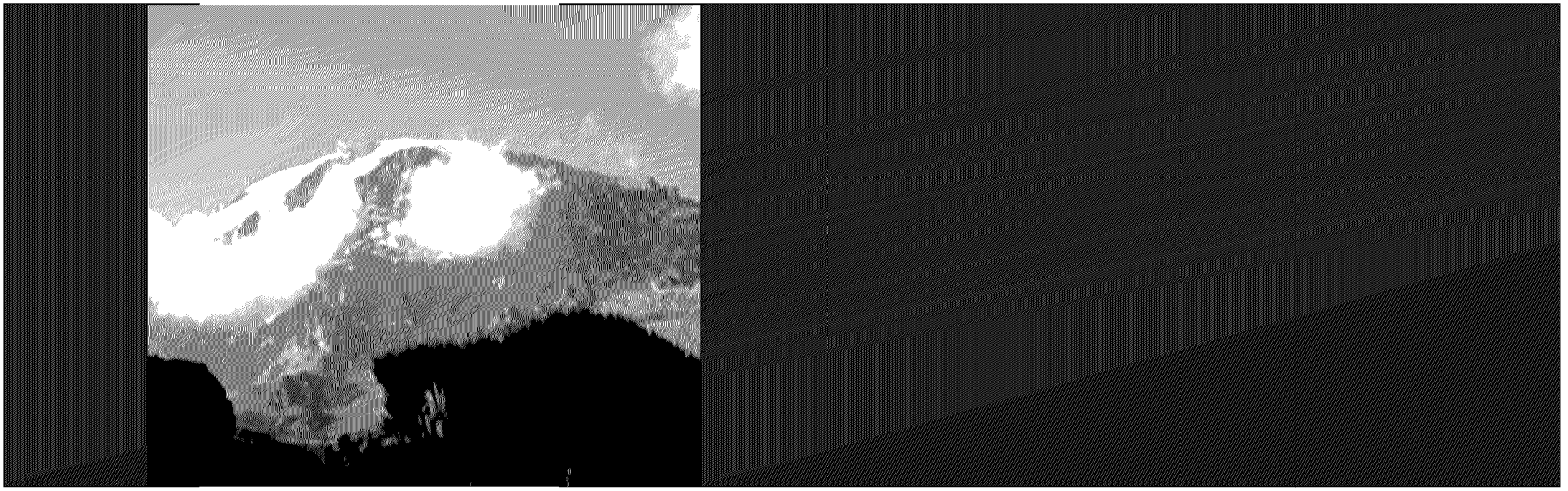
TRIAL EXHIBIT 5642

UNITED STATES DISTRICT COURT
NORTHERN DISTRICT OF CALIFORNIA
TRIAL EXHIBIT 5642
CASE NO. 10-03561 WHA
DATE ENTERED _____
BY _____
DEPUTY CLERK



Java Market Analysis

October 2012

Java

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PARTNERNETWORK

Specialized. Recognized by Oracle.
Preferred by Customers.

Objectives

- Analyse past Java business data in order to provide focus for the future
- Identify positive market trends in order to focus product development and resource
- Prioritise vertical market alignment with wider Oracle
- Identify specific accounts where we can replicate success and grow ‘comparable’ business
- Provide approach focus for the Java and ISV/OEM organisations
- Identify development requirements

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Assumptions

Ongoing Exercise

- Takes a global view
  - Regional variances have been noted during the analysis
- Revenue Projections
  - Based on overall market share. Based on extrapolation of largest design win in sector.
- Market Share data
  - Based on various industry reports
- Growth
  - Assumed in all accounts including those where there is an existing design win
- Data
  - Segment data may be skewed by the fact that some companies (Samsung, Cisco, IBM, Huwai etc.) operate in multiple sectors. The data set for this exercise assigns the company to the major Java revenue sector in which they operate. Further data refinement is required for complete accuracy.

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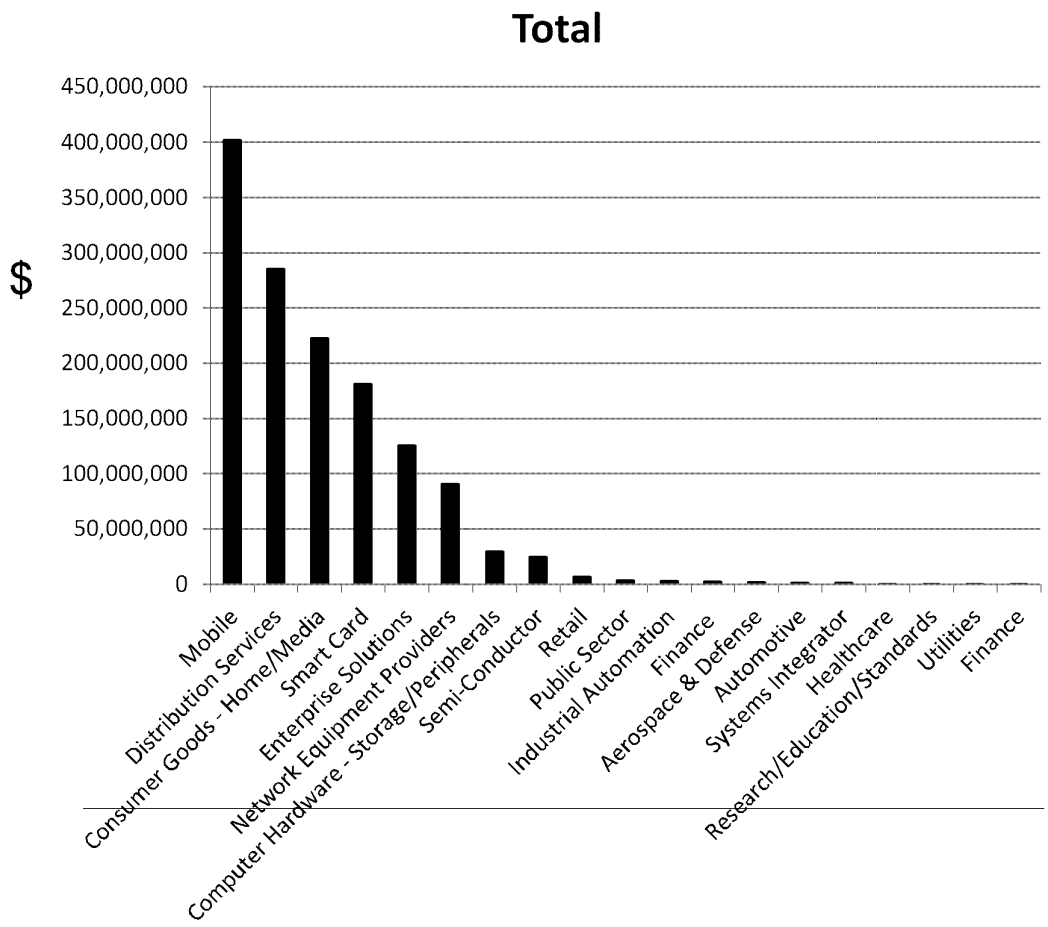
Market Segment Actuals

FY07 – FY12



Sum of Total Main Sector	Total
Mobile	402,293,538
Distribution Services	285,499,632
Consumer Goods - Home/Media	222,840,866
Smart Card	181,374,168
Enterprise Solutions	125,903,023
Network Equipment Providers	90,679,784
Computer Hardware - Storage/Peripherals	29,538,522
Semi-Conductor	24,878,809
Retail	6,892,888
Public Sector	3,638,546
Industrial Automation	3,244,380
Finance	2,694,111
Aerospace & Defense	2,120,321
Automotive	1,370,113
Systems Integrator	1,354,509
Healthcare	453,205
Research/Education/Standards	431,006
Utilities	254,034
Grand Total	**1,385,461,453**

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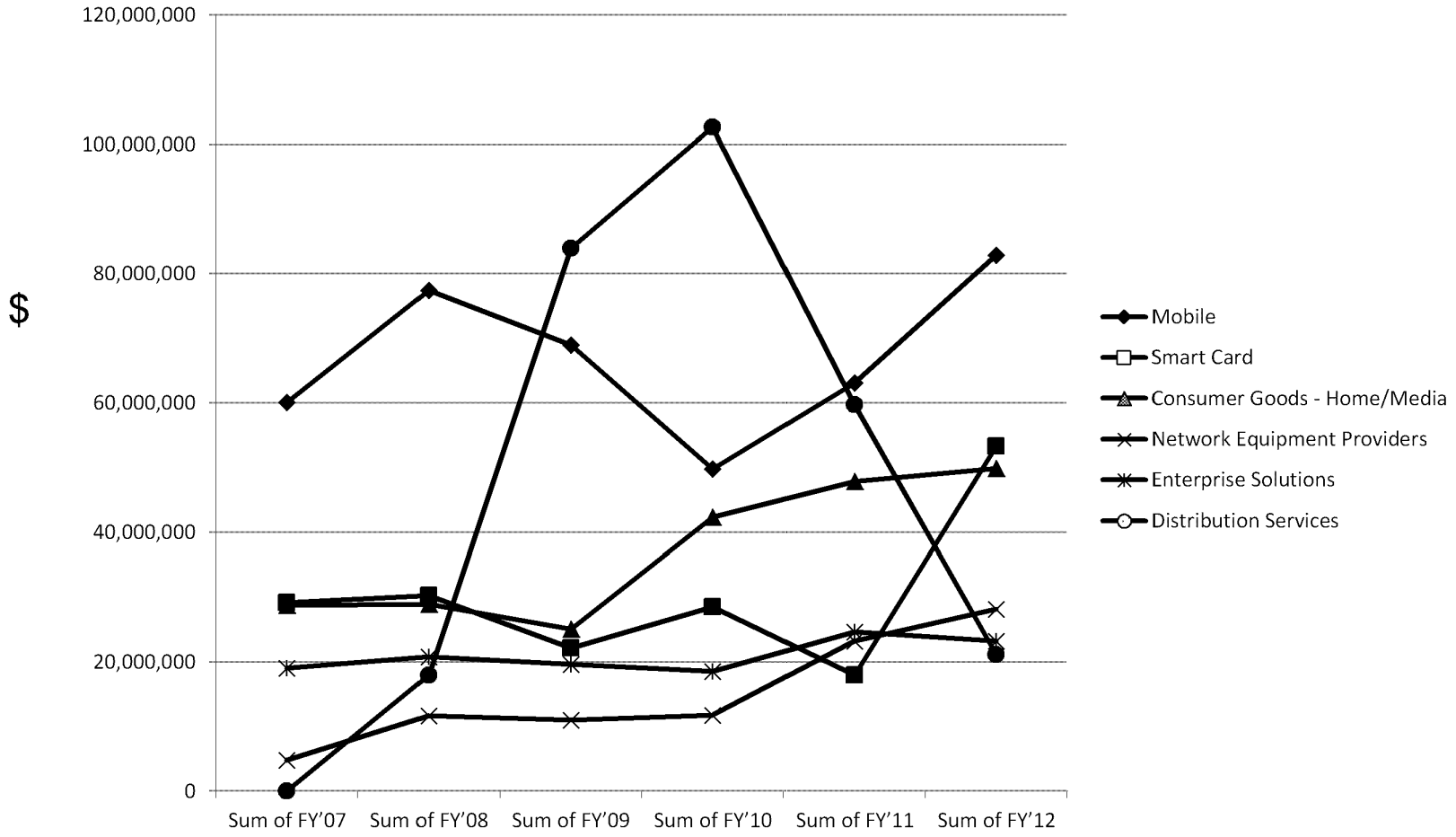
Market Segment Trends

FY07 – FY12



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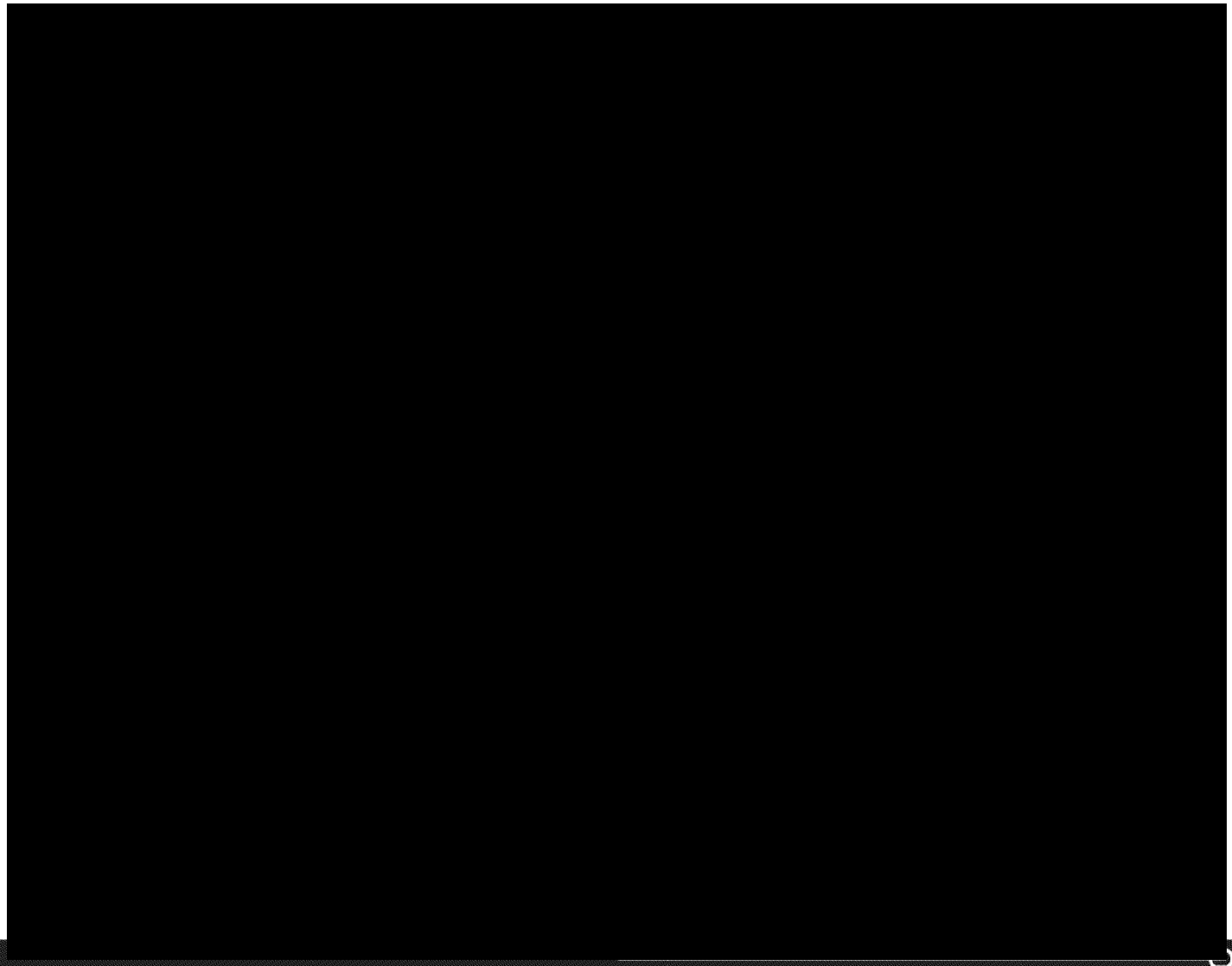
Top 6 Revenue Grossing Sectors



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Top 25 partners

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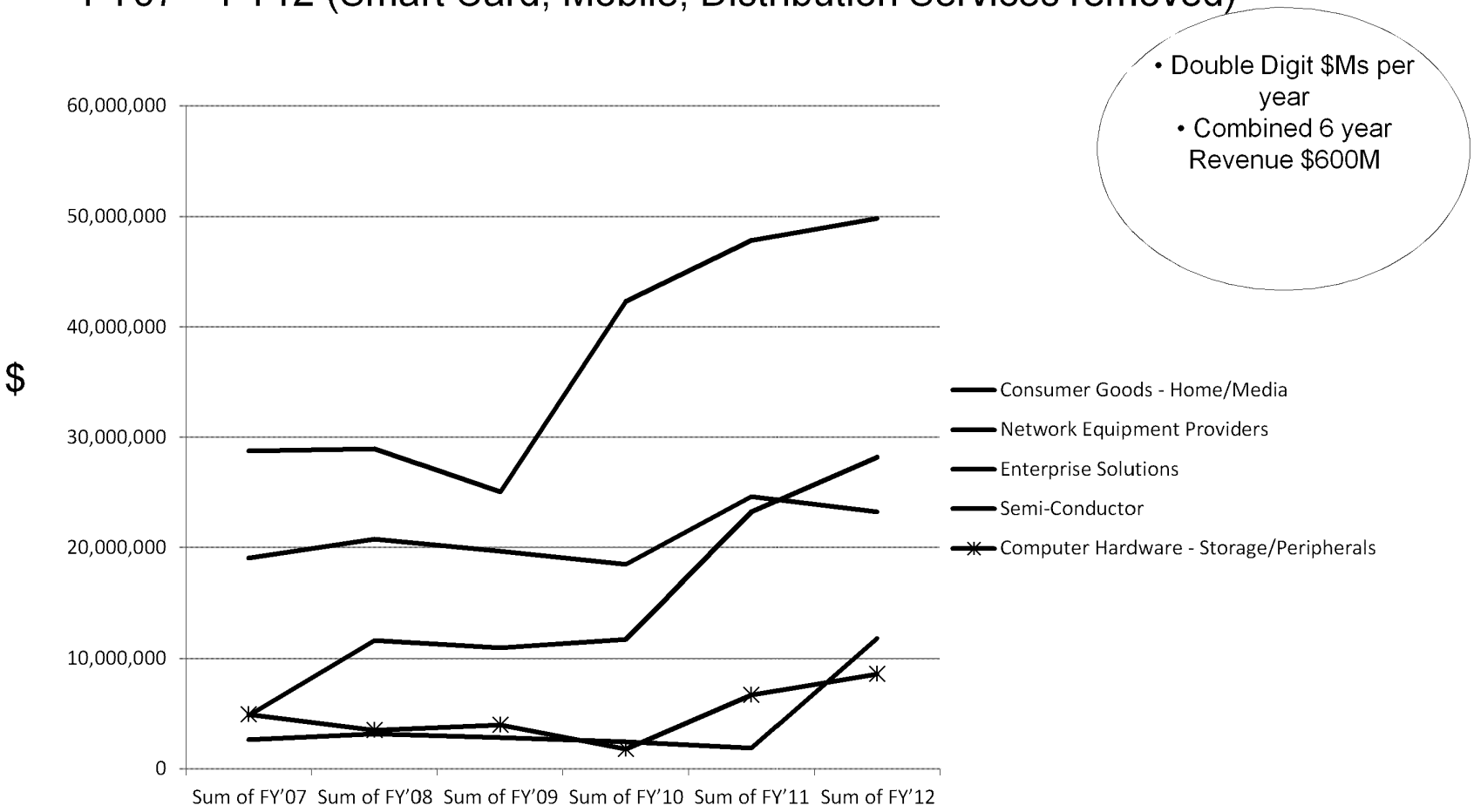
Sustained Growth

FY07 – FY12 (Smart Card, Mobile, Distribution Services removed)



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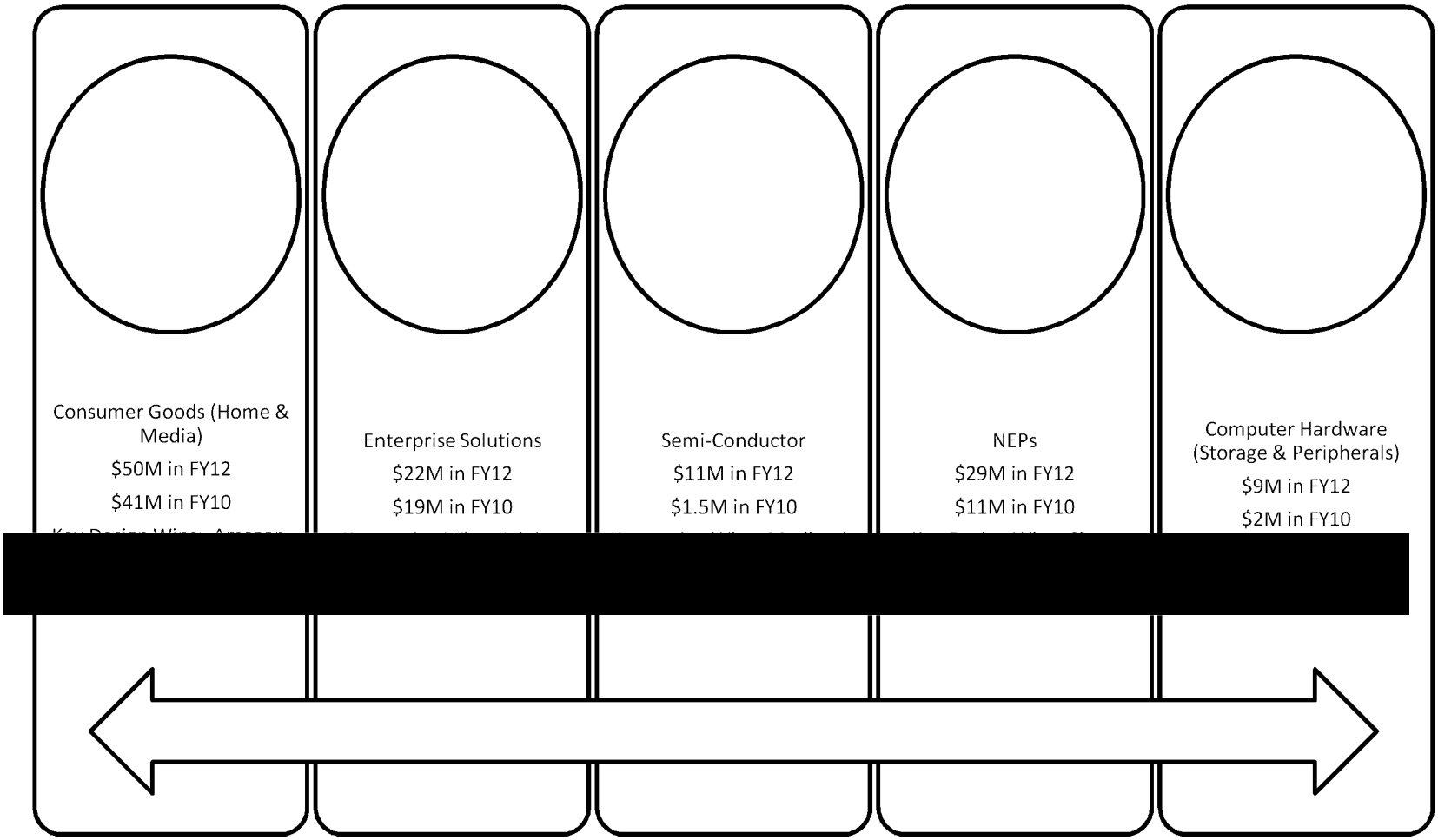
Growth Hot Spots



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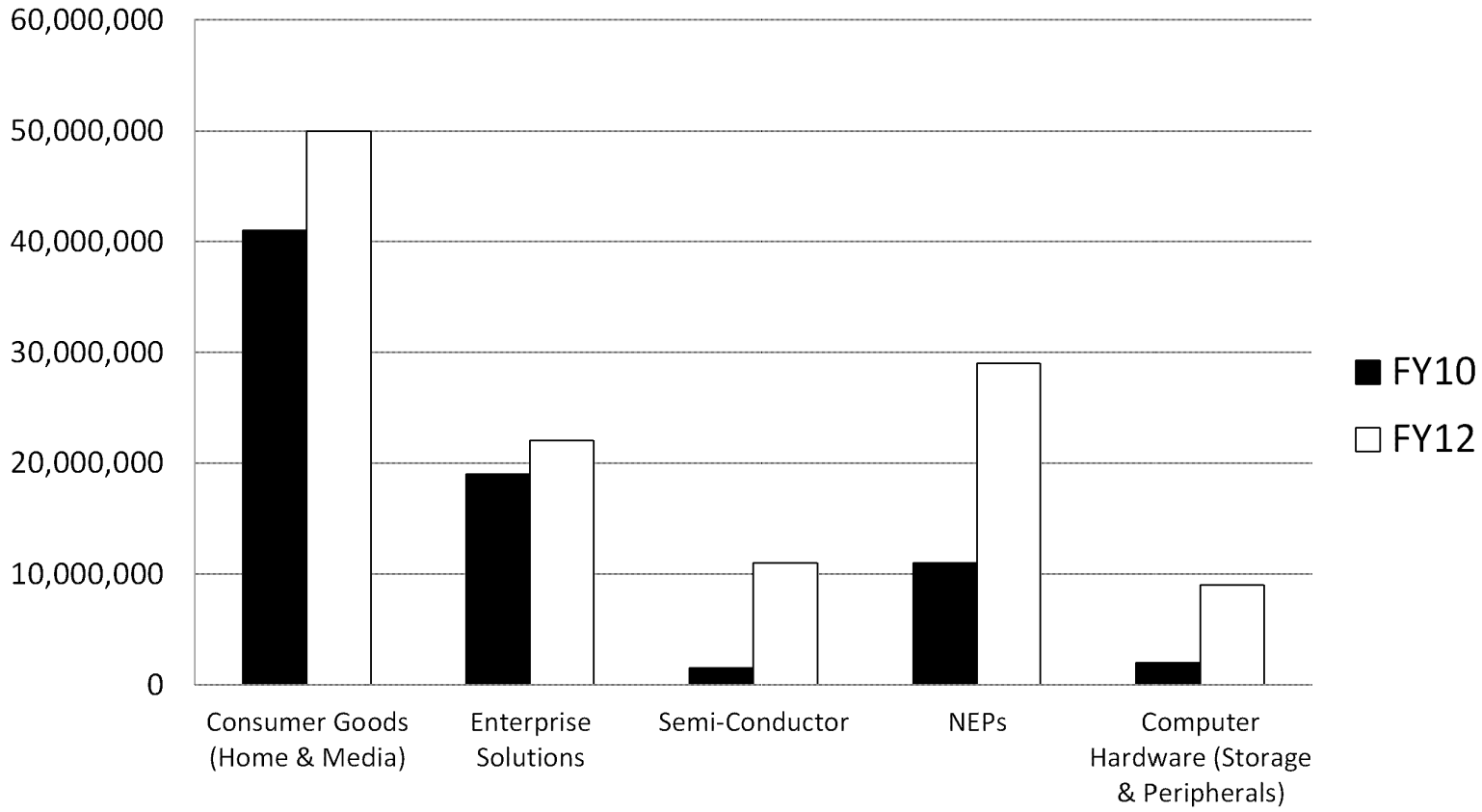
Revenue Growth Trends



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Replicate, Leverage, Replicate

Network Equipment Providers – VoIP Handsets

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Replicate, Leverage, Replicate

Network Equipment Providers – M2M Modules

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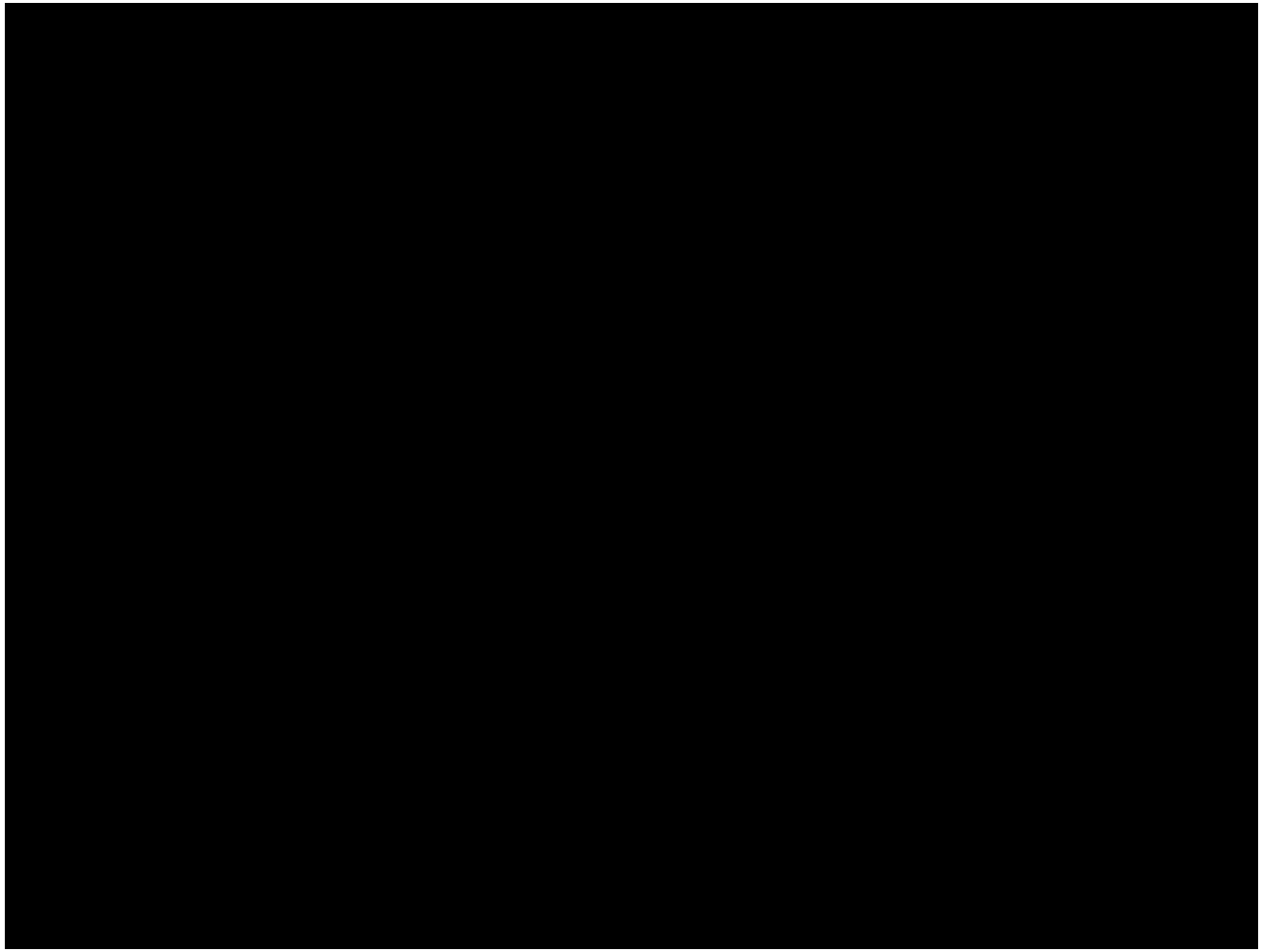
Replicate, Leverage, Replicate

Computer Hardware (Storage/Peripherals) - Printers



Replicate, Leverage, Replicate

- There are an additional 100+ identified replication targets
- Example product areas include: Control Systems, POS, Computer Peripherals
- Identified using ‘next nearest’ analysis

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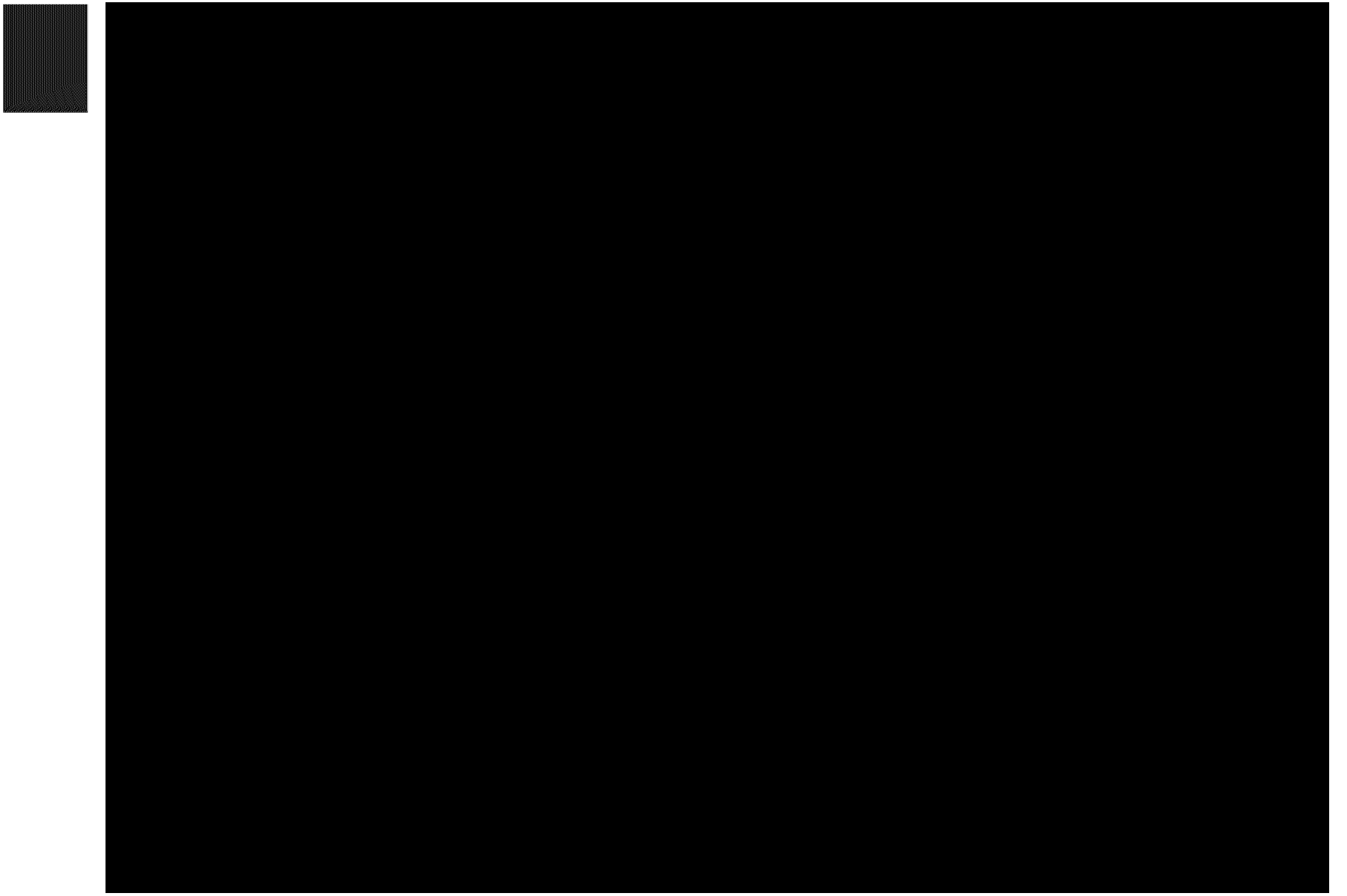

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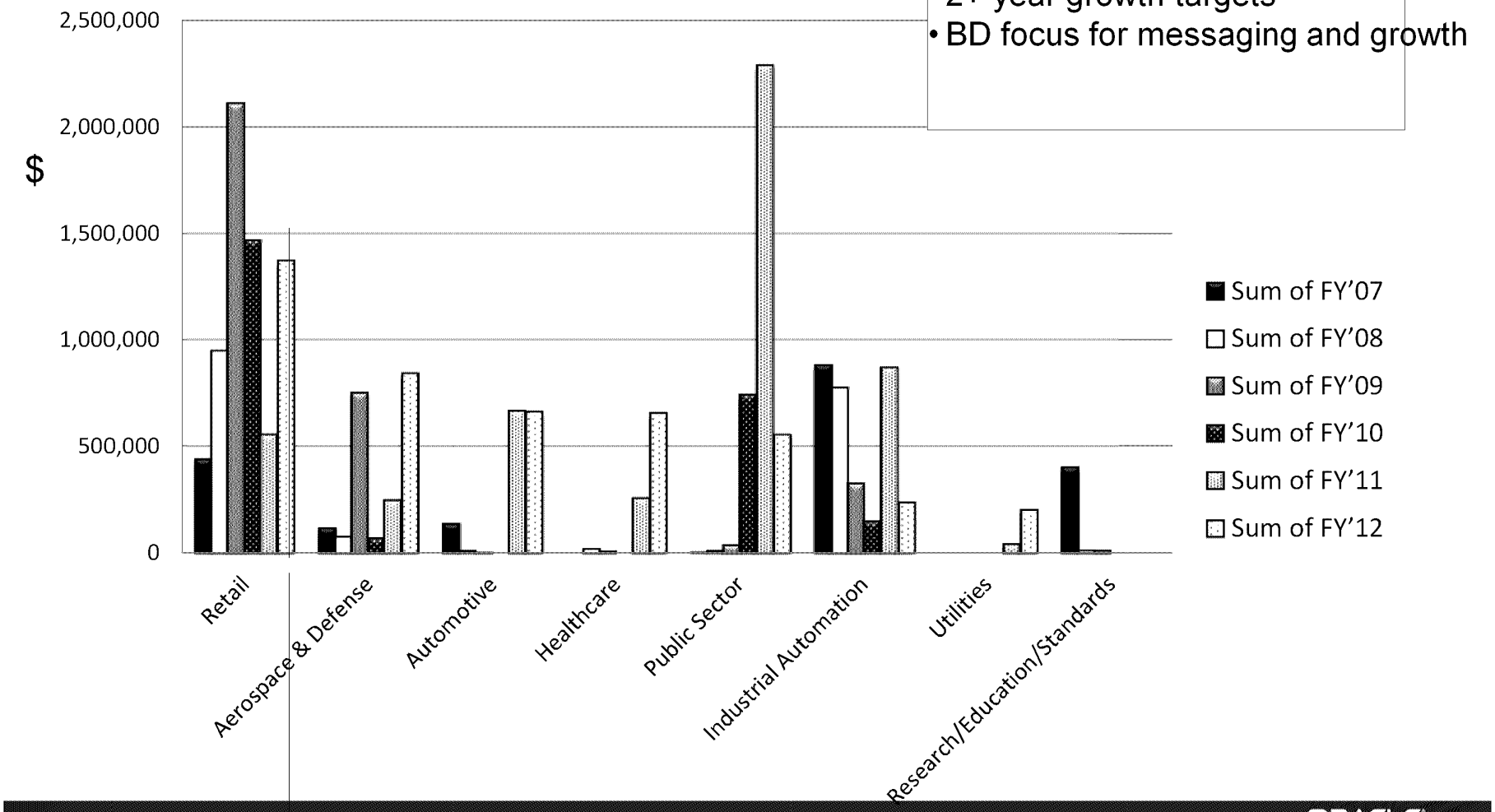
Fledgling Growth Potential

FY07 – FY12

- All sub-$2.5M global annual revenue
- Erratic Trends
- Low short term pipeline impact
- 2+ year growth targets
- BD focus for messaging and growth



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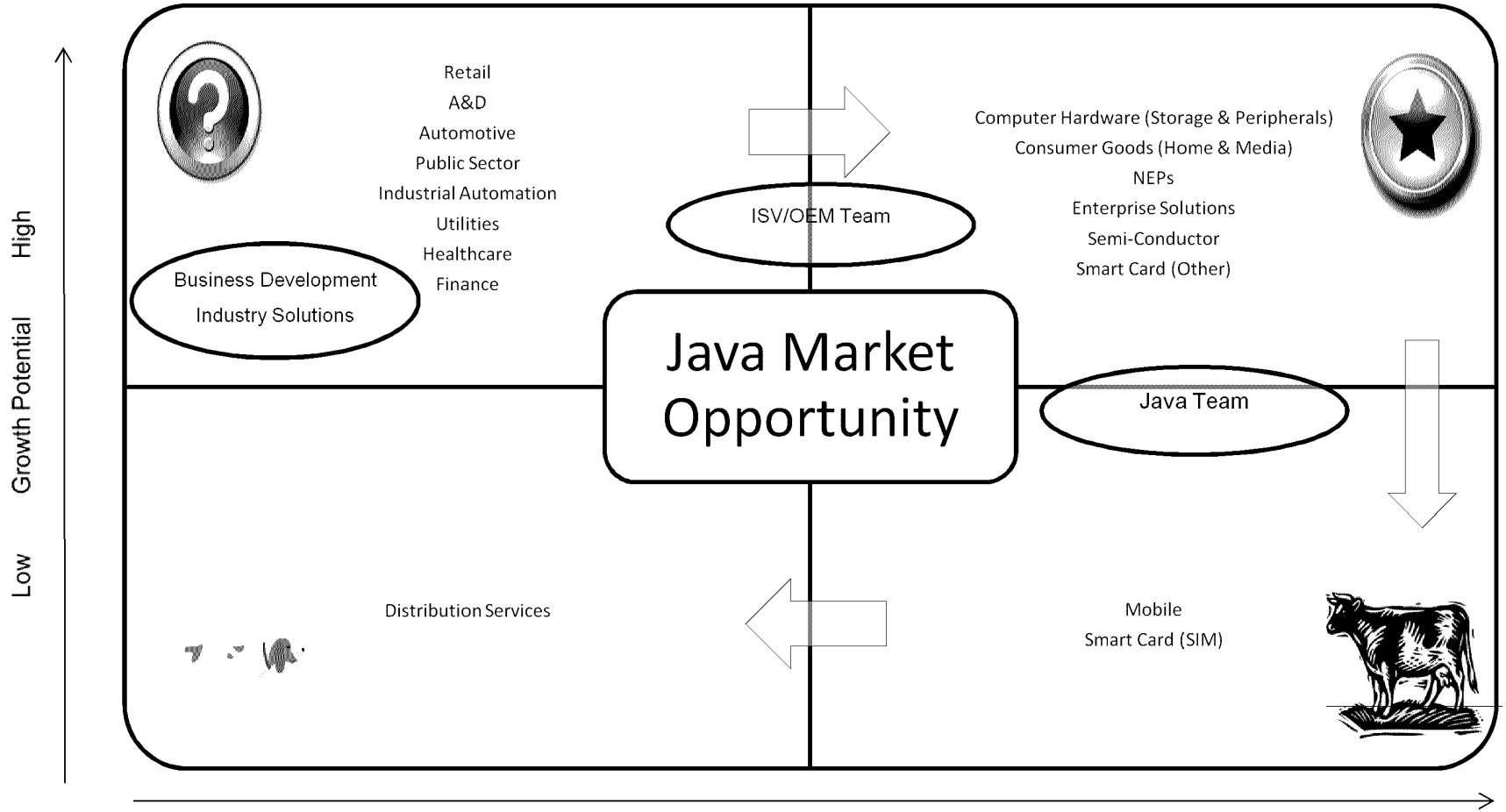
Java Market Opportunity

Growth & Revenue Potential



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Summary

- 17 of top 25 Java partners are in Java saturated markets and therefore not replication targets
- Most replication likely in 550 ‘other’ accounts that have generated combined $350M over last 5 years
- 117 partners identified as replication targets
- Compliance discussions evident
- Extrapolated revenue potential to date $130M+

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Next Steps

- Move forward with a replication program to execute on 'next nearest' list of replication targets
  - Collateral & Messaging
  - Fusion reporting
- Deeper synchronisation with product management

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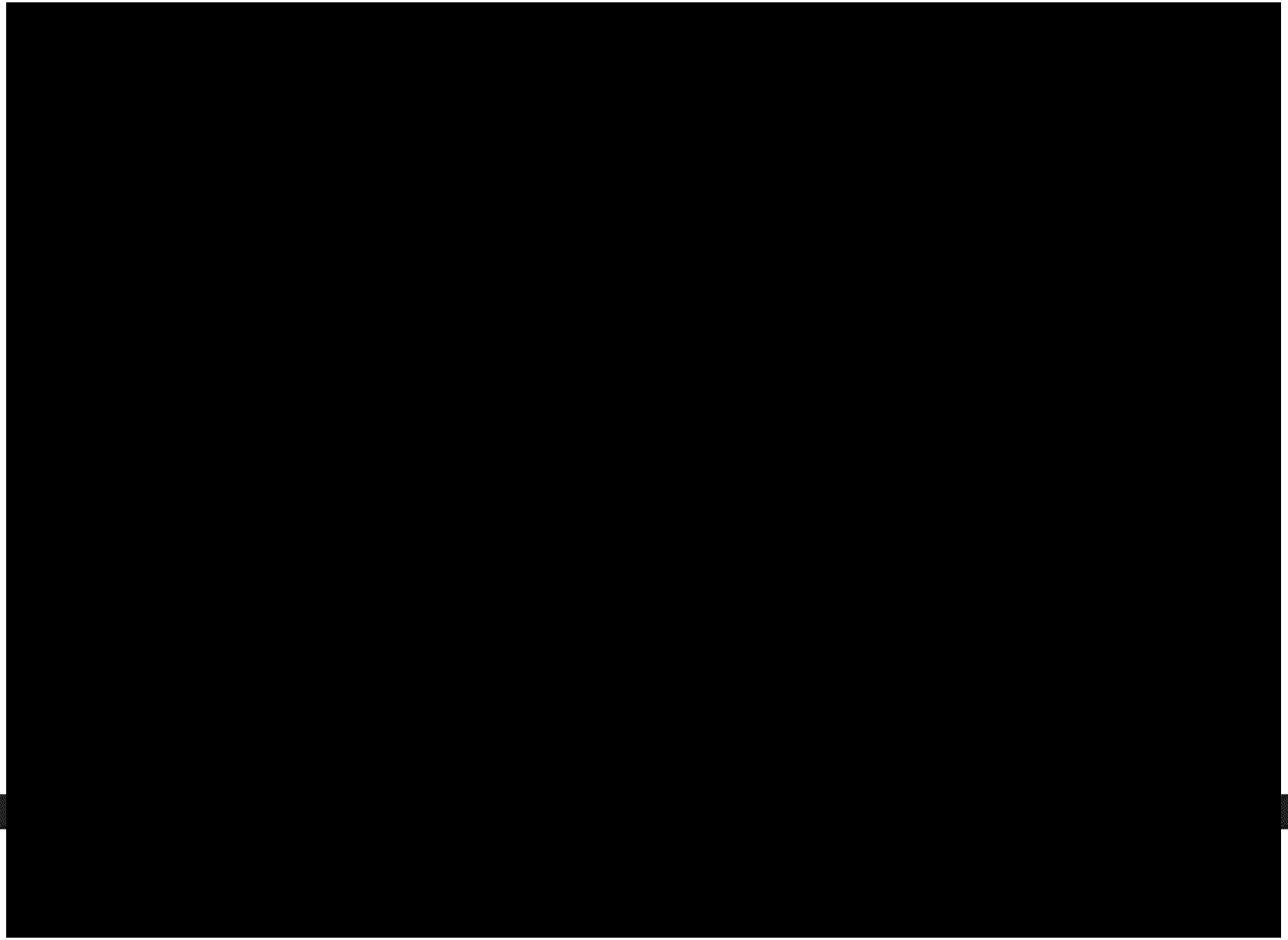
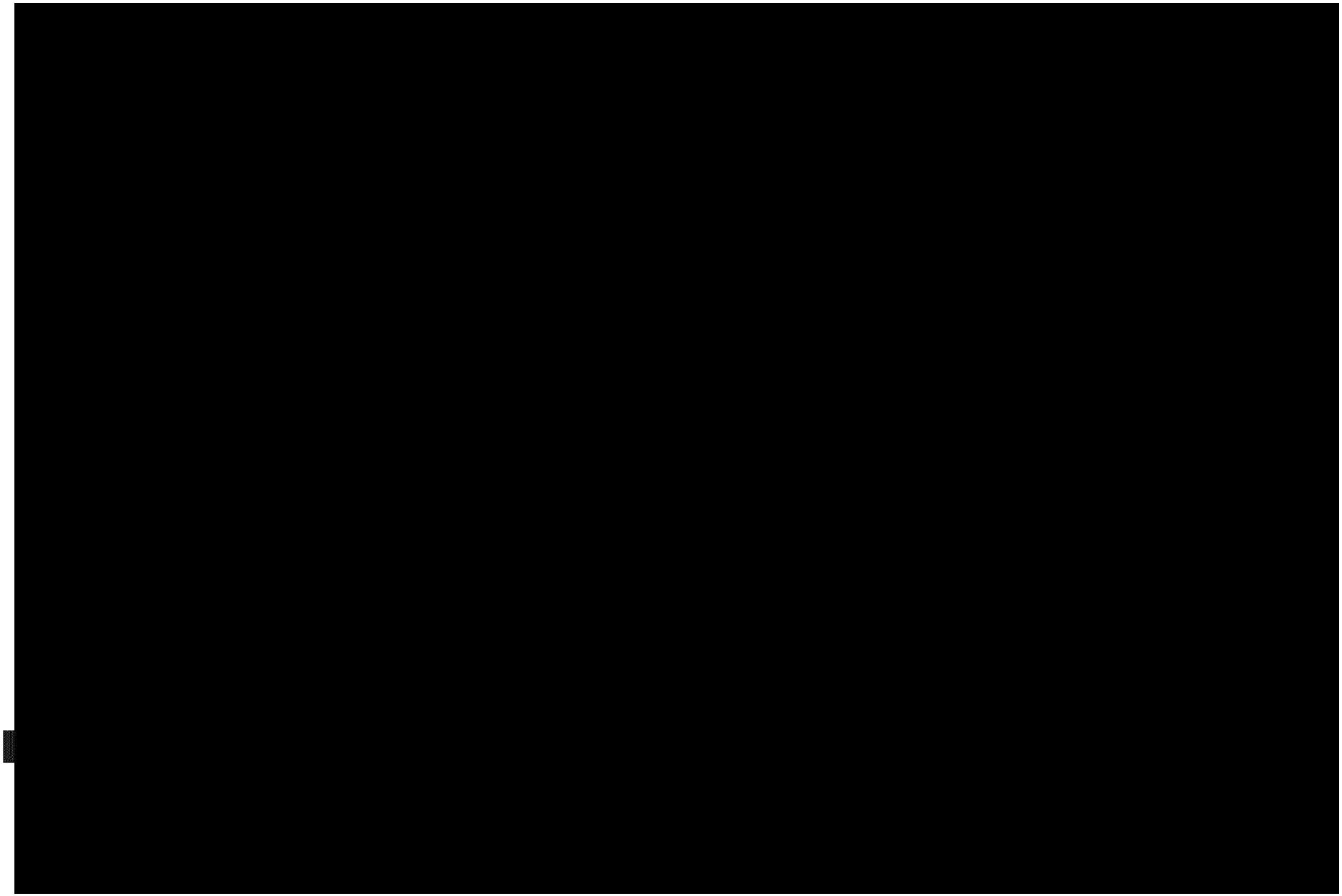
Existing Design Wins



Targets for Replication

117 identified



Targets for Replication

117 identified

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Actions Completed

- Analysis of historical data to highlight focus hot spots
- Creation of design win list
- Creation of Replication Program structure
- Engagement with relevant teams within the ISV/OEM and Java organisation

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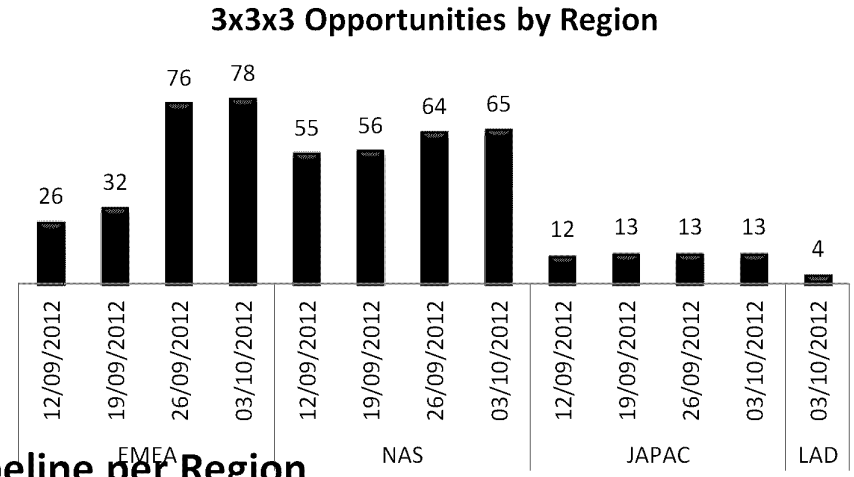
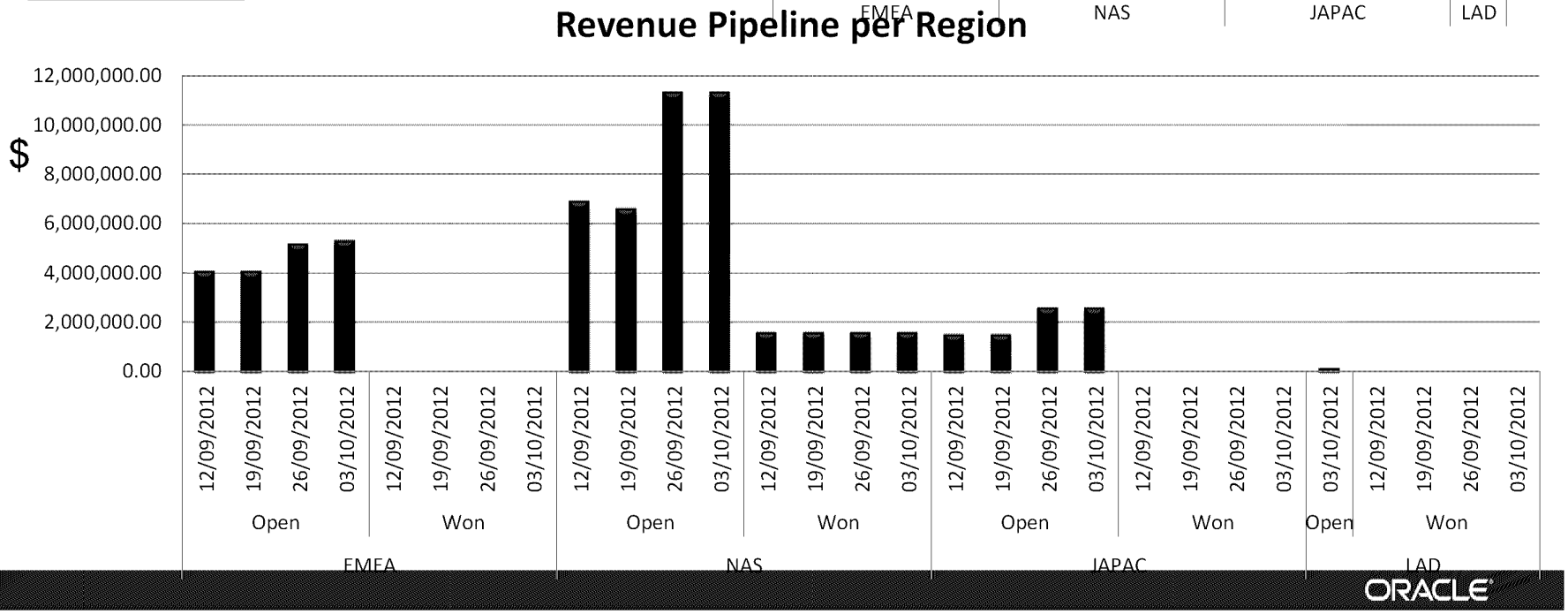
Replication Program Management

Leverage 3x3x3 Reporting

153	• Total # Global Opportunities
$ 20,669,392	• Total Pipeline Revenue
$ 1,593,221	• Pipeline Revenue Won





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Actions to Progress

- Turn design wins into win stories and references
- Work with product team to create replication package (collateral, messaging, demos)
- Create Fusion reports

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